

Missouri Department of Elementary and Secondary Education
Certification Requirements for

MARKETING EDUCATION

I. Requirements for Five-Year Certificate.

- A. Baccalaureate Degree.
- B. Two years or 4,000 hours of approved occupational experience is required. Approval is determined by the nature or level of employment in marketing occupations.
- C. Twenty-five (25) semester hours of approved subject matter course work.
 - 1. Fifteen (15) semester hours must be in marketing courses such as Merchandising, Retailing, Advertising, Salesmanship, Sales Promotion, Marketing Research, etc.
 - 2. Ten (10) semester hours may be in excess in the above subject matter category or in general business, and must include two (2) semester hours of Economics and three (3) semester hours of Management or Business Administration.
- D. Twenty-four (24) semester hours of approved professional education courses which must include:
 - 1. Eight (8) semester hours of vocational education course work. Specifically, courses must include the following:
 - a. Coordination Techniques
 - b. Methods of Teaching Marketing Education
 - c. Curriculum for Marketing Education
 - d. Additional course work in vocational education for the eight (8) hour total. Courses might include Philosophy of Vocational Education, Vocational Guidance, Occupational Analysis, Vocational Youth Organizations, Adult Programs in Vocational Education.
 - 2. The remaining semester hours must include at least six (6) semester hours of student teaching, and other professional education courses such as Teaching Methods, Educational Psychology, Principles of Teaching, etc.

II. Requirements for Two-Year Certificate.

- A. Baccalaureate Degree
- B. Two years or 4,000 hours of approved occupational experience is required. Approval is determined by the nature or level of employment in a marketing occupation.
- C. Subject Matter Course Work.
 - 1. Eight (8) semester hours of approved subject matter course work in marketing.
 - 2. Five (5) semester hours of approved subject matter course work in general business, economics, accounting or business administration. An excess of the eight hour minimum above may be included in this category.

D. Professional Education

1. Twelve (12) semester hours of professional education course work with a minimum of four (4) semester hours in vocational education which includes one course in Coordination Techniques and one in either Methods or Curriculum for Marketing Education, and at least six (6) semester hours of student teaching.

III. Requirements for Certificate Renewal.

Five-Year Certificates

- A. Confirmed attendance at five conferences regarding marketing and cooperative education during the five year period.
- B. Completion of two college credit courses contributing specifically to the certification specialty.
- C. Substitutions to above requirements may be made as follows:
 1. A workshop or institute of fifteen (15) or more clock hours or one hundred twenty (120) clock hours of appropriate occupational experience may be substituted for attending a conference. No more than two conference requirements may be satisfied through substitution.
 2. A workshop or institute of fifteen (15) or more clock hours or one hundred twenty (120) clock hours of appropriate occupational experience may substitute for each of the two college courses.

Two-Year Certificates

- A. Completion of at least three semester hours of outstanding deficiencies for a five-year certificate.
- B. Confirmed attendance at two conferences regarding marketing and cooperative education during the two year period.
- C. Substitution for one of the conferences in the above requirement may be made as follows:

A workshop or institute of fifteen (15) or more clock hours or one hundred twenty (120) clock hours of appropriate occupational experience may substitute for one conference. No more than one conference requirement may be satisfied through substitution.

Evidence of completed requirements must be supplied by the teacher-coordinator to the Department of Elementary and Secondary Education with requests for certificate renewal. No more than two renewals are available for two-year certificates.